

IN THE CLAIMS:

The text of all pending claims, (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

1. (PREVIOUSLY PRESENTED) A commodity sales mediation system for presenting commodity information, comprising:

a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored; and

a commodity sales mediation apparatus comprising non-contact information reading means for reading the purchased commodity information stored in said non-contact information transfer medium in a non-contact fashion when said non-contact information transfer medium reaches a predetermined region and commodity information output means for outputting commodity information selected based on the purchased commodity information read by said non-contact information reading means,

wherein said commodity information output means outputs the presented commodity information through electric communication means and the purchased commodity information is information written to said non-contact information transfer medium in the non-contact fashion.

2. (CANCELLED)

3. (CANCELLED)

4. (PREVIOUSLY PRESENTED) A commodity sales mediation apparatus for presenting commodity information, comprising:

non-contact information reading means for reading, when a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored, reaches a predetermined region, the purchased commodity information being stored in said non-contact information transfer medium in a non-contact fashion; and

commodity information output means for outputting commodity information selected based on the purchased commodity information read by said non-contact information reading means,

wherein said commodity information output means outputs the presented commodity

information through electric communication means and the purchased commodity information is information written to said non-contact information transfer medium in the non-contact fashion.

5. (CANCELLED)

6. (CURRENTLY AMENDED) A commodity sales mediation method for presenting commodity information, comprising the steps of:

storing the purchased commodity information of a commodity purchased by a user in a non-contact information transfer medium;

reading, in a non-contact fashion, the purchased commodity information stored in said non-contact information transfer medium when said non-contact information transfer medium reaches a predetermined region; and

outputting commodity information selected based on the purchased commodity information having been read in the non-contact fashion,

wherein the commodity information is information presented through electric communication means and the purchased commodity information is information written to said non-contact information transfer medium in the non-contact fashion.

7. (CANCELLED)

8. (PREVIOUSLY PRESENTED) A recording medium capable of being read by a computer, wherein the recording medium stores a program for causing the computer to execute a function for reading, when a non-contact information transfer medium in which the purchased commodity information of a commodity purchased by a user is stored, reaches a predetermined region, the purchased commodity information stored in said non-contact information transfer medium in a non-contact fashion and outputting commodity information selected based on the purchased commodity information having been read in the non-contact fashion, the commodity information being information presented through electric communication means and the purchased commodity information being information written to said non-contact information transfer medium in the non-contact fashion.

9. (CANCELLED)

10. (NEW) A commodity sales mediation method, comprising:

storing commodity-related information on an information transfer medium;
reading the commodity-related information from the transfer medium; and
providing additional information based on the read information.